

AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions of the claims in the Application. With reference to the listing it is noted that, herewith, claims 24, 28, 29, 31, 32, 35, 39, 40, 42-44, 48, 49, 51, 52, 55, 59, 60, 62, 64, and 65 are amended. No new matter has been added.

Listing of Claims

Claims 1-23 (Canceled)

24. (Currently Amended) A method, comprising:

monitoring an interaction network;

performing measurement corresponding to the monitoring, wherein one or more values are obtained;

selecting data, wherein selection takes into account the monitoring is based upon one or more of the values; and

sending the selected data over a multicast network.

25. (Previously Presented) The method of claim 24, wherein the multicast network is unidirectional.

26. (Previously Presented) The method of claim 24, wherein the interaction network is bidirectional.

27. (Previously Presented) The method of claim 24, wherein, in monitoring the interaction network, a predetermined number of requests for a page are recognized, and wherein selecting the data comprises selecting a promotional file.

28. (Currently Amended) The method of claim 24, wherein ~~selecting the data takes into account the data is selected based upon~~ number of requests for the data.

29. (Currently Amended) The method of claim 28, wherein ~~selecting the data takes into account the data is selected based upon~~ number of requests for the data that originate from a broadcast cell.

30. (Previously Presented) The method of claim 24, wherein selecting the data comprises prediction based on normal subsequent data choice.

31. (Currently Amended) The method of claim 24, wherein ~~selecting the data takes into account the data is selected based upon~~ chance of link from requested data being followed.

32. (Currently Amended) The method of claim 31, wherein ~~sponsored data is treated as preferable a sponsor policy is employed~~.

33. (Previously Presented) The method of claim 24, wherein the monitoring comprises employment of a network management agent.

34. (Previously Presented) The method of claim 24, wherein the monitoring comprises employment of a proxy.

35. (Currently Amended) A method, comprising:

providing, via an interaction network, one or more requests; and

receiving, over a multicast network, selected data through a local proxy,

wherein measurement corresponding to monitoring of the interaction network is performed, wherein one or more values are obtained, and

wherein selection of the data takes into account monitoring of the interaction network is based upon one or more of the values.

36. (Previously Presented) The method of claim 35, wherein the multicast network is unidirectional.

37. (Previously Presented) The method of claim 35, wherein the interaction network is bidirectional.

38. (Previously Presented) The method of claim 35, wherein, in monitoring the interaction network, a predetermined number of requests for a page are recognized, and wherein selection of the data comprises selecting a promotional file.

39. (Currently Amended) The method of claim 35, wherein selection of the data takes into account the data is selected based upon number of requests for the data.

40. (Currently Amended) The method of claim 39, wherein ~~selection of the data takes into account~~ the data is selected based upon number of requests for the data that originate from a broadcast cell.

41. (Previously Presented) The method of claim 35, wherein selection of the data comprises prediction based on normal subsequent data choice.

42. (Currently Amended) The method of claim 35, wherein ~~selection of the data takes into account~~ the data is selected based upon chance of link from requested data being followed.

43. (Currently Amended) The method of claim 42, wherein ~~sponsored data is treated as preferable a sponsor policy is employed~~.

44. (Currently Amended) An apparatus, comprising:

a memory having program code stored therein; and

a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code;

wherein the program code, when executed by the processor, causes the processor to perform:

monitoring an interaction network;

performing measurement corresponding to the monitoring, wherein one or more values are obtained;

selecting data, wherein selection takes into account the monitoring is based upon one or more of the values; and

sending the selected data over a multicast network.

45. (Previously Presented) The apparatus of claim 44, wherein the multicast network is unidirectional.

46. (Previously Presented) The apparatus of claim 44, wherein the interaction network is bidirectional.

47. (Previously Presented) The apparatus of claim 44, wherein, in monitoring the interaction network, a predetermined number of requests for a page are recognized, and wherein selecting the data comprises selecting a promotional file.

48. (Currently Amended) The apparatus of claim 44, wherein selecting the data takes into account the data is selected based upon number of requests for the data.

49. (Currently Amended) The apparatus of claim 48, wherein selecting the data takes into account the data is selected based upon number of requests for the data that originate from a broadcast cell.

50. (Previously Presented) The apparatus of claim 44, wherein selecting the data comprises prediction based on normal subsequent data choice.

51. (Currently Amended) The apparatus of claim 44, wherein ~~selecting the data takes into account~~ the data is selected based upon chance of link from requested data being followed.

52. (Currently Amended) The apparatus of claim 51, wherein ~~sponsored data is treated as preferable~~ a sponsor policy is employed.

53. (Previously Presented) The apparatus of claim 44, wherein the monitoring comprises employment of a network management agent.

54. (Previously Presented) The apparatus of claim 44, wherein the monitoring comprises employment of a proxy.

55. (Currently Amended) An apparatus, comprising:

a memory having program code stored therein; and

a processor disposed in communication with the memory for carrying out instructions in accordance with the stored program code;

wherein the program code, when executed by the processor, causes the processor to perform:

providing, via an interaction network, one or more requests; and

receiving, over a multicast network, selected data through a local proxy,

wherein measurement corresponding to monitoring of the interaction network is performed, wherein one or more values are obtained, and

wherein selection of the data ~~takes into account monitoring of the interaction network is based upon one or more of the values.~~

56. (Previously Presented) The apparatus of claim 55, wherein the multicast network is unidirectional.

57. (Previously Presented) The apparatus of claim 55, wherein the interaction network is bidirectional.

58. (Previously Presented) The apparatus of claim 55, wherein, in monitoring the interaction network, a predetermined number of requests for a page are recognized, and wherein selection of the data comprises selecting a promotional file.

59. (Currently Amended) The apparatus of claim 55, wherein ~~selection of the data takes into account the data is selected based upon~~ number of requests for the data.

60. (Currently Amended) The apparatus of claim 59, wherein ~~selection of the data takes into account the data is selected based upon~~ number of requests for the data that originate from a broadcast cell.

61. (Previously Presented) The apparatus of claim 55, wherein selection of the data comprises prediction based on normal subsequent data choice.

62. (Currently Amended) The apparatus of claim 55, wherein ~~selection of the data takes into account the data is selected based upon~~ chance of link from requested data being followed.

63. (Previously Presented) The apparatus of claim 55, further comprising:

a network interface disposed in communication with the processor,
wherein the apparatus is a cellular phone.

64. (Currently Amended) An article of manufacture comprising a computer readable medium containing program code that when executed causes an apparatus to perform:

monitoring an interaction network;
~~performing measurement corresponding to the monitoring, wherein one or more values are obtained;~~
selecting data, wherein selection ~~takes into account the monitoring is based upon one or more of the values;~~ and
sending the selected data over a multicast network.

65. (Currently Amended) An article of manufacture comprising a computer readable medium containing program code that when executed causes an apparatus to perform:

providing, via an interaction network, one or more requests; and
receiving, over a multicast network, selected data through a local proxy,
~~wherein measurement corresponding to monitoring of the interaction network is performed, wherein one or more values are obtained, and~~
wherein selection of the data ~~takes into account monitoring of the interaction network is~~

based upon one or more of the values.